



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - Public distribution

Date: 5/13/2008

GAIN Report Number: TW8026

Taiwan

Market Development Reports

Press Coverage of 2008 5-a-Day Kick-off Press Conference

2008

Approved by:

Keith Schneller, ATO Director
American Institute in Taiwan

Prepared by:

John Halcomb, International Intern

Report Highlights:

Following the April 22, 2008 kick-off press conference for the Formosa Cancer Foundation's (FCF) 5-a-Day program, Taiwan print, television, radio, and internet media highlighted the event over 100 times. Both Chinese and English media reported on the event with a total of 26 newspaper articles, 57 internet articles, 23 television reports, and 7 radio spots.

This is great exposure for the overall program and for all of its supporters. The ATO Taipei along with 13 U.S. producer associations partnered with FCF this year, the second year of a three year Global Based-based Initiative program through the Foreign Agriculture Service, to promote increased consumption of U.S. fruit and vegetable products in the Taiwan market. The 2007 program was a great success and became popular with the media because of its focus on improving the diet and health of Taiwanese children. This year's program looks to be off to a great start and will include several new initiatives to encourage fruit and vegetable consumption, including a retail promotion in over 200 grocery stores island-wide where children can receive a NT\$10 discount on a variety of products, many of which are produced by U.S. growers. For more information please visit www.usfoodtaiwan.com.

Includes PSD Changes: No
Includes Trade Matrix: No
Trade Report
Taipei ATO [TW2]
[TW]



Former Minister of Finance and current Chairman of the Yuanta Foundation Mr. Ching -Chang Yen, a prominent supporter of the program, makes a speech stressing the importance of fruit and vegetable consumption during the press conference held on April 22, 2008.



A variety of U.S. fruit and vegetable products are promoted through the Formosa Cancer Foundation's 5-a-Day program with help from the Foreign Agricultural Service Global Broad-Based Initiative.



Taiwanese schoolchildren participate in the program by completing interactive homework assignments which help them learn about the value of fruit and vegetable consumption.

US Fresh Fruit and Vegetable Exports to Taiwan

<i>US\$1000</i>	2004	2005	2006	2007
Fruit	124,229	159,648	137,771	134,959
Vegetable	28,144	48,765	42,154	47,687